OS01601
SOCIAL MEDIA OFFICER

Level 7

Reports to (Hierarchical)
Head of Mission OR Field Communications Manager OR Field Communications Coordinator (depending on the set-up)

Reports to (Functional)
Depending on the set-up this may be one or more of the following: Communications Advisor (CA in HQ) Field Communications Coordinator (FCC) Field Communications Manager (FCM)

Job Family
Operations

Main Purpose
MSF uses public communications to support its medical humanitarian action, to bear witness on the crises it works in, to make its work known to the public, and to secure and sustain public support for its social mission, including through fundraising and recruitment efforts.

The purpose of the Social Media Officer (SMO) is to implement digital communications strategies and activities in direct support of MSF's medical humanitarian programmes and social mission.

Accountabilities
The priorities of each SMO will differ according to the context, the communications set-up, and objectives. As such, some accountabilities listed below are not applicable to all contexts and should be removed if this is the case for a specific position. Depending on the priorities and context, the SMO will focus on two or more of the following accountabilities:

Community management

- Publishes content and builds the audience of MSF social media accounts.
- Interacts with followers and responds to audience comments and questions in a timely manner.
- Develops FAQs common audience questions and specific Q&As as needed, including the ability to explain MSF operational information to users as needed.

Content production, curation and publication

- Produces, edits, curates and publishes content on and for MSF social media accounts including local digital channels
- Identify appropriate tools for target audiences, collect material and adapt them to target audiences

- Produces a calendar for production and dissemination on MSF social outlets and schedules posts.
- Keeps up with new technologies and trends, suggesting new creative formats to optimise MSF’s use of digital tools and channels
- Ensures that MSF's communications guidelines (ethical, diversity equity and inclusion, AV, logo, etc) are followed in all content directly collected and produced.
- When necessary, executes simple paid campaigns/posts to augment the reach of MSF's digital communications.

Digital monitoring, social listening, crisis management

- Monitors topics of relevance to MSF and MSF mentions (using tools such as talkwalker, crowdtangle, google alerts, etc)
- Reports problematic online mentions of MSF to supervisors
- Identifies misinformation and disinformation campaigns impacting MSF and proposes ways to address them.
- Reports problematic comments in the MSF social media accounts and suggests ways to manage.
- Supports online monitoring during crisis management when necessary.

Develops digital strategy: implementation and tactics

- Suggests improvements to communications initiatives according to objectives and desired audiences based on analytics and outputs on digital engagement.
- Supports the development of a digital strategy in line with the overall operational communications strategy
- Helps to update the digital assessment carried out, taking into account frameworks and changes in the policies of social media companies that may affect MSF ability to reach audiences online
- Ensures digital tidiness and security of social media accounts (applies social media security guidelines, reviews and updates account details, ensures brand consistency, handover and closure documents, etc).
- Uses online marketing techniques to support objectives.

Reporting

- Periodically reports and measures performance and contributes to setting Key Performance Indicators (KPIs),
- Evaluates audience engagement and analyses the impact of actions through analytics dashboards.

Internal stakeholder engagement and collaboration

- Encourages MSF staff to use the social media guidelines.
- If needed for communications strategy, enrols, trains MSF social media ambassadors in MSF projects.
- Collaborates with other MSF communications teams in the country and the broader region (when relevant) to coordinate initiatives and content dissemination.
- Liaises with social media experts within the MSF communication network for technical support and advice on strategies and practices (Digital focal point, Digital Advisors, Digital working group)

Education

- University degree in a relevant field.
- Candidates without a University of College education may be considered if they possess significant additional experience (5-plus years) in social media management, monitoring and content production

Experience

- Essential: At least 2 years of professional experience in social media management and community building
- Social media content production and messaging, social media monitoring and reporting
- Experience in humanitarian settings is an asset

Languages

- Essential: Proficiency minimum B2 in English.
- Native or near-native proficiency of a local/official language

Knowledge

- Understand the strategic use of digital tools in MSF countries of operations
- Social media landscaping, community management, disinformation and analysis,
- Social media monitoring / reporting,
- Design and evaluate social media strategies/plans,
- Managing institutional social media accounts (Facebook, Twitter, Instagram, ...),
- Producing content for social media

Competencies

- Acts towards the fulfilment of MSF’s social mission
- Demonstrates an integrating attitude
- Facilitates and helps to bring about changes in others
- Understands other people’s stress
- Identifies complex relationships
- Plans actions geared towards achieving objectives
- Works towards objectives, preserving established standards
- Follows up, plans activities and sets priorities
- Shares information and coordinates with team and/or others
- Gives feedback and sets limits
- Develops and diversifies networks

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